

Sid Seagull through the ages



Suggested year level

Years 7 and 8

Prepare yourself (teacher)

View both the 'old' and 'new' Sid campaign clips and familiarise yourself with the ideas presented.

Class resources

- Computer, data projector and screen to show both the 'old' and 'new' Sid campaign clips.

- A copy of Sid the Seagull included below.
- A copy of the similarities and difference chart included below.
- Student computer access with internet connection to free recording software such as Audacity (audacity.sourceforge.net)

Estimated time required

1 period



The activity

View both the 'old' and 'new' Sid campaigns.



- 1 Slip! Slop! Slap! was the successful SunSmart message of Sid the Seagull; launched in 1981. Over the years, this sun protection message has been expanded to Slip! Slop! Slap! Seek! and Slide!

Create your own jingle for the current SunSmart message. Write your jingle in the picture of Sid the Seagull below.



- 2** Use the SunSmart website www.sunsmart.com.au/news_and_media/media_campaigns/slip-slop-slap-see-and-slide to compare the similarities and differences of your jingle with that of the 'new' Sid Seagull TV commercial. Use the comparison diagram below to complete this task.

Different

Same

Different



Extend yourself

Use free recording software such as Audacity (audacity.sourceforge.net) to record your jingle. Team with some imagery or animation for a professional finish.



Teacher assessment advice

The following assessment rubric can be used for assessment purposes.

	Excellent	Very Good	Good	Average	Poor
Jingle incorporates the 5 SunSmart messages.					
Jingle is innovative and original.					
Similarities between the jingles identified.					
Differences between the jingles identified.					
Showed organisation and submitted the task on time.					

Total /

Teacher comments:



This image shows a full page of white paper with horizontal blue dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.